

From: Sanjay Mathur [REDACTED]

Received(Date): Fri, 18 Sep 2020 17:42:08 -0700

Subject: Search Ads Q4 FY20 Flash Report - September 11 to September 17

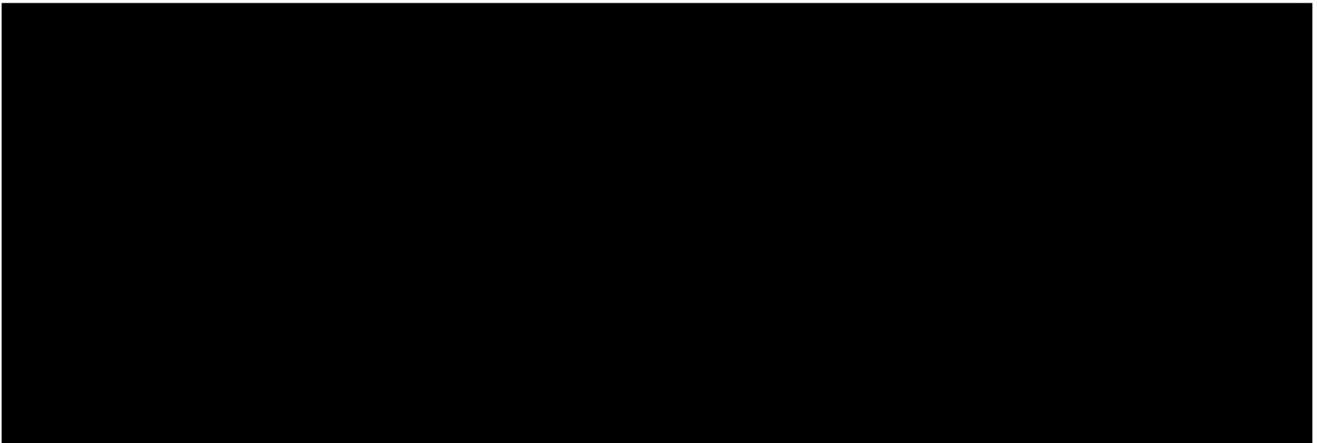
Cc: Tim Cook [REDACTED], Todd Teresi [REDACTED], Luca [REDACTED]
Maestri [REDACTED], Ron Okamoto [REDACTED], Matt [REDACTED]
Fischer [REDACTED], Peter Stern [REDACTED], Jeff [REDACTED]
Robbin [REDACTED], Oliver Schusser [REDACTED]
[REDACTED], Matt Railo [REDACTED], Jenny Lui [REDACTED]
[REDACTED], Alex Roman [REDACTED]

To: Eddy Cue [REDACTED] Phil Schiller [REDACTED]

Attachment: Q4'20 Week 12 Flash Commentary.pdf

Date: Fri, 18 Sep 2020 17:42:08 -0700

Eddy & Phil,



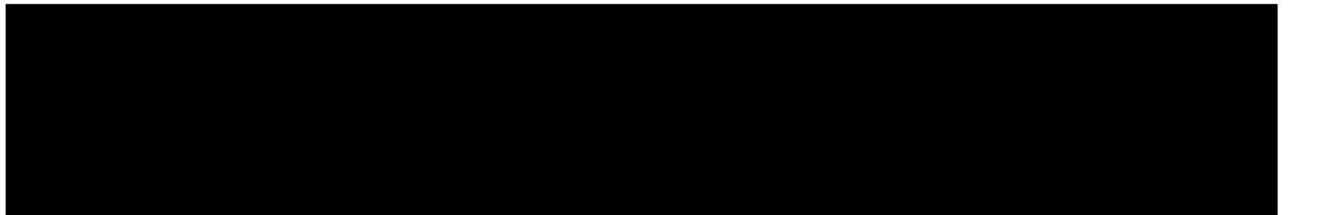
Additional data is available in the attached PDF.

Sanjay

Saniav Mathur / Product & Insights, Ad Platforms
[REDACTED]



Eddy & Phil,



Additional data is available in the attached PDF.

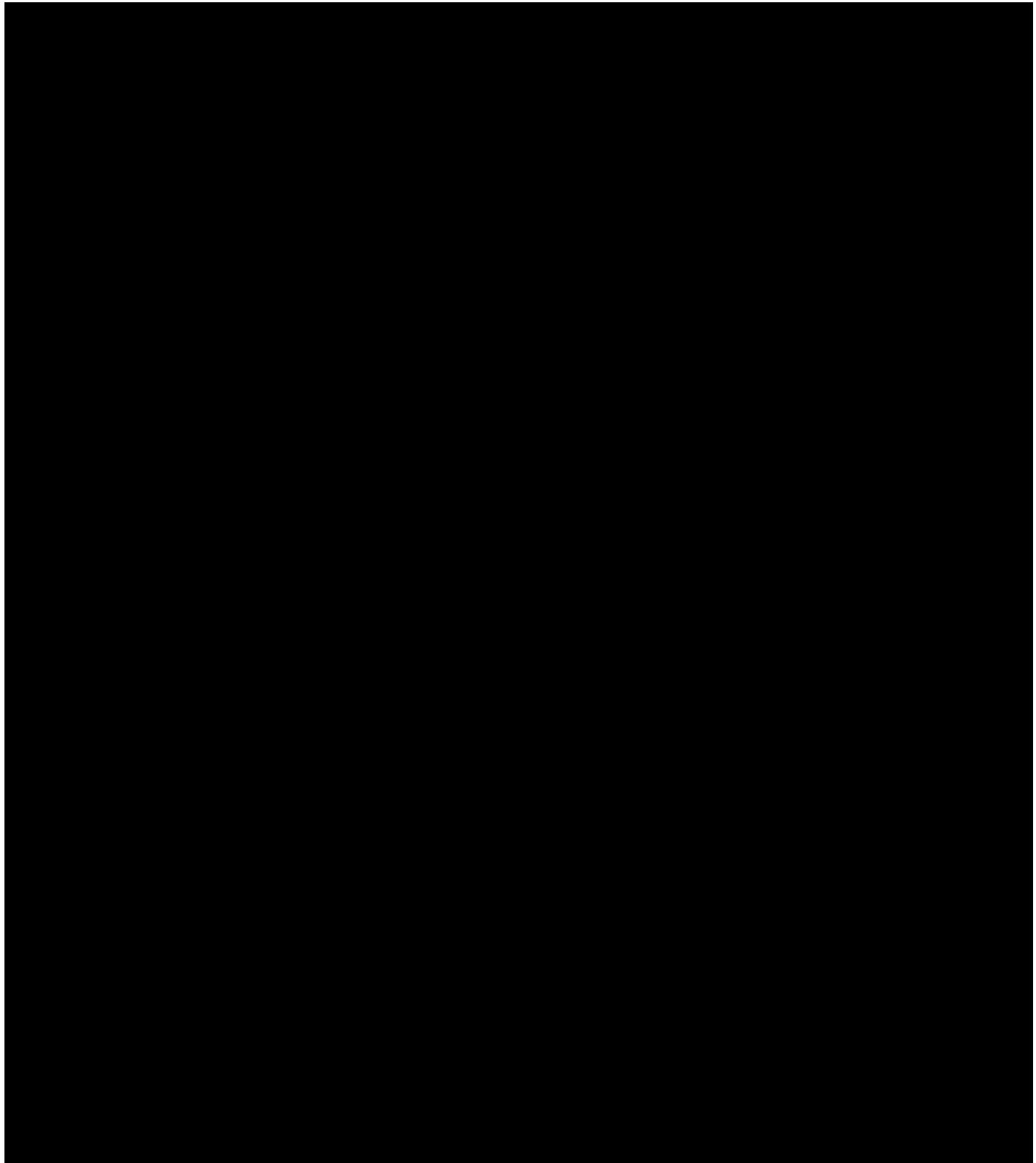
Sanjay

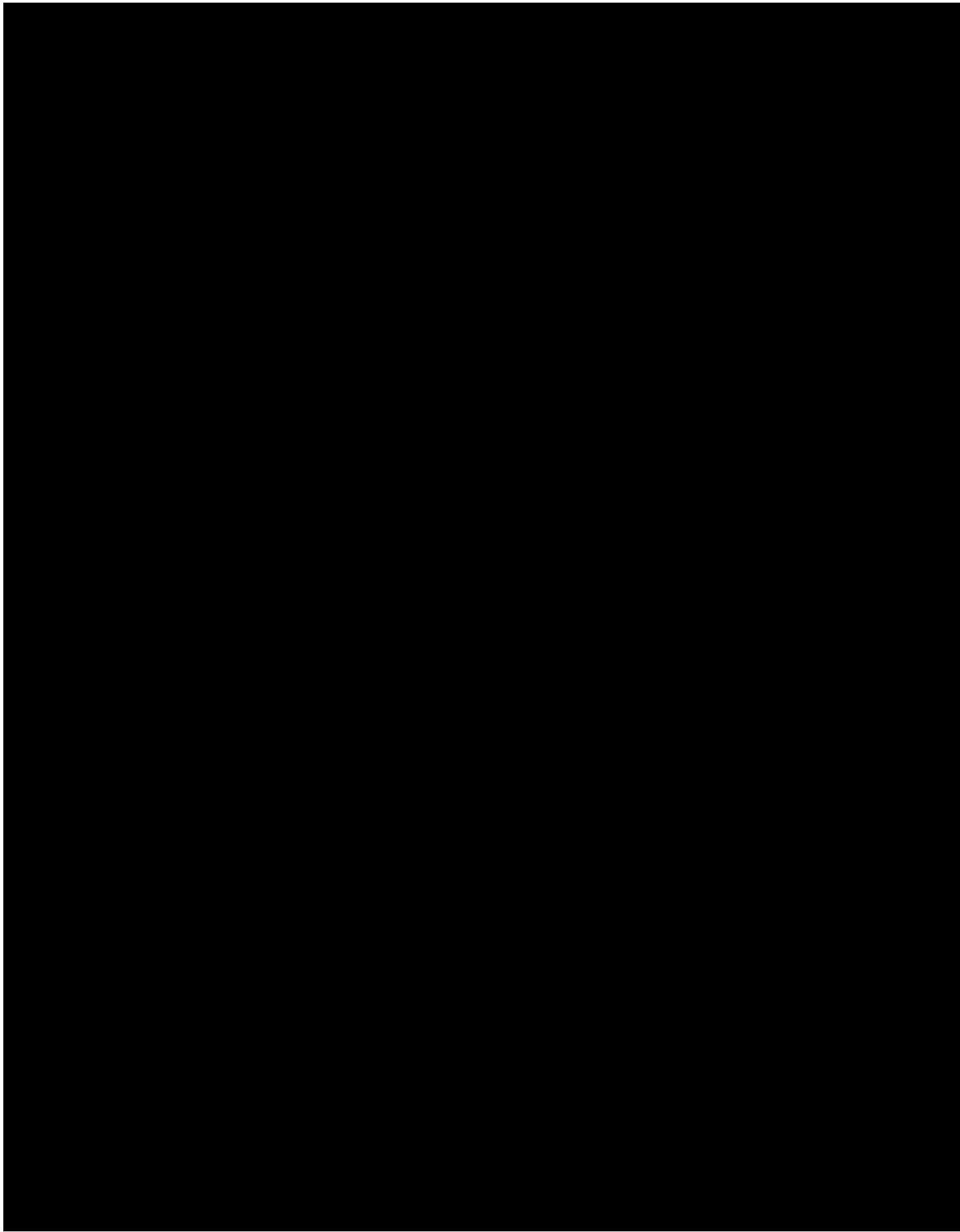
Sanjay Mathur / Product & Insights, Ad Platforms

PX-2366.2

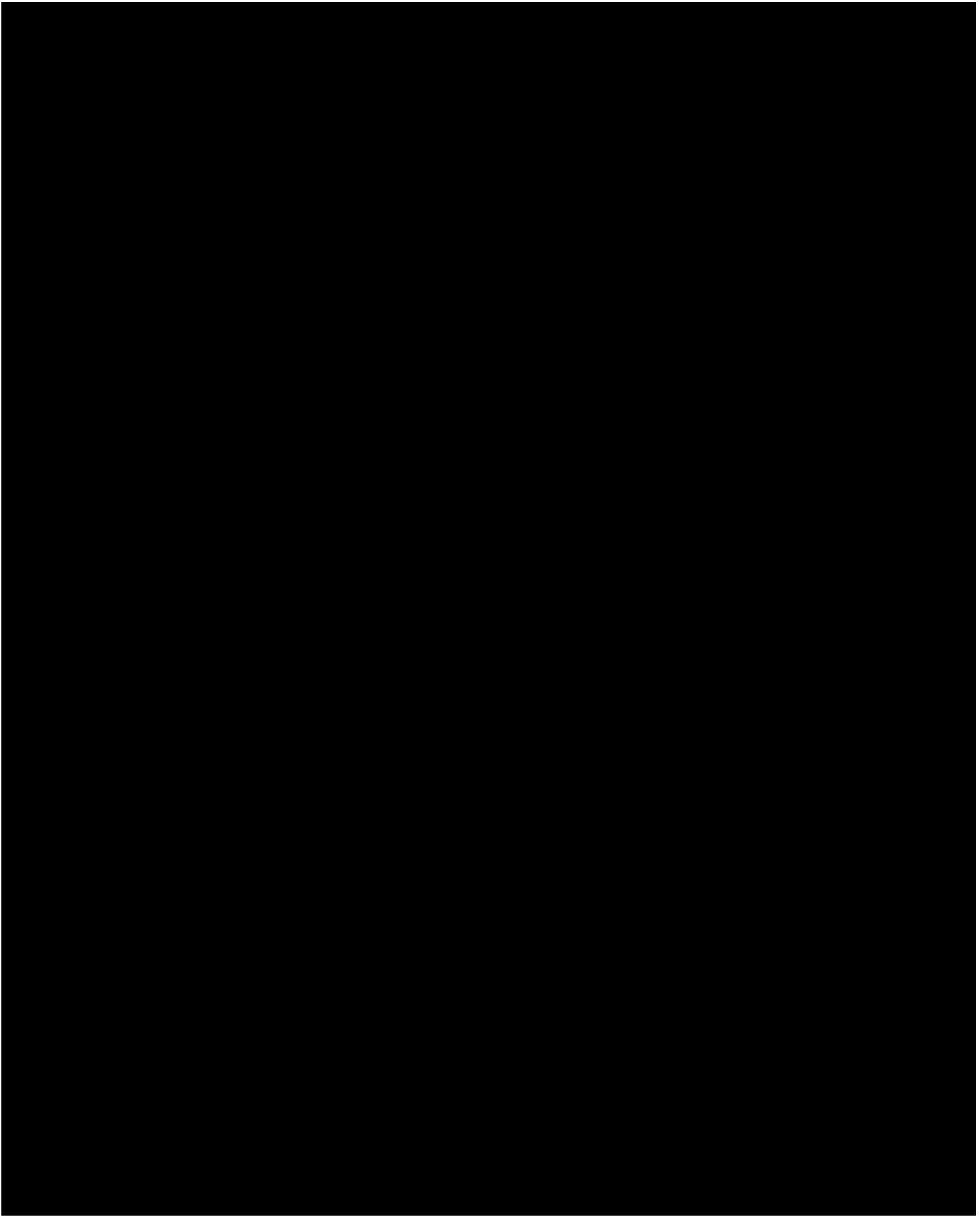
Search Ads Friday Flash Report

Sep 11 to Sep 17 Commentary

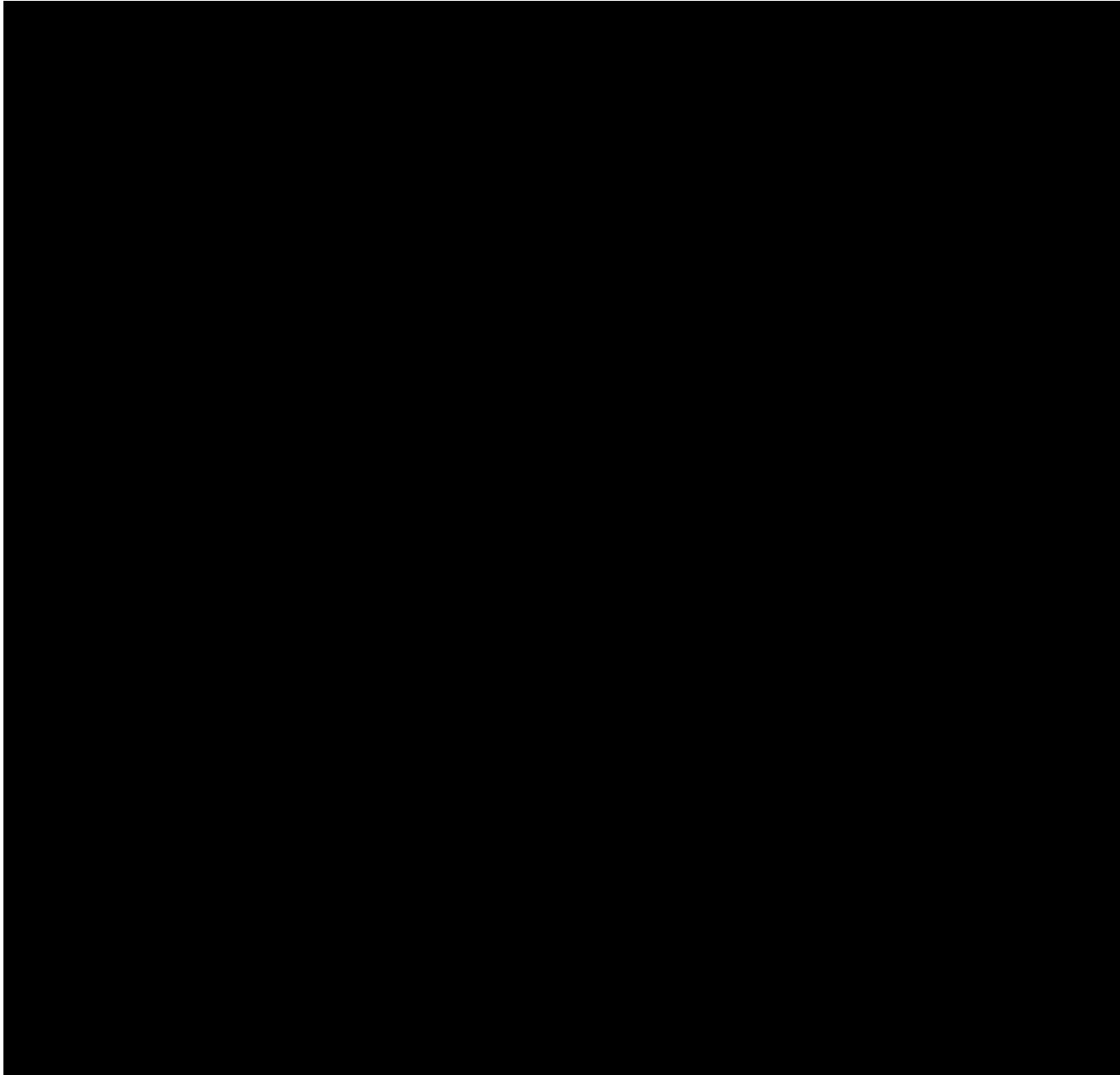




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PX-2366.5



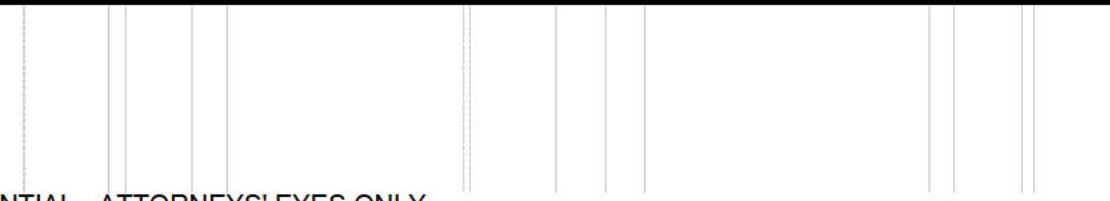
PX-2366.6



Search Ads App Spending Summary Universal -- Friday 9/11/20 to Thursday 9/17/20

PX-2366.7

Search Ads Search Summary Universal -- Fr day 9/11/20 to Thursday 9/17/20



PX-2366.8